

**GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA**

STARRED QUESTION NO:295

ANSWERED ON:11.08.2000

ACTION PLAN TO PROMOTE CULTURAL TOURISM

RAJO SINGH

Will the Minister of TOURISM AND CULTURE be pleased to state:

- (a) whether the Government have formulated any action plan to promote cultural tourism in the country;
- (b) if so, the details thereof, State-wise; and
- (c) the action taken so far by the Government in this regard?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI ANANTH KUMAR)

(a): Yes, Sir.

(b): Promotion of cultural tourism is part of the national tourism policy. The strategy for promotion includes:-

- (i) Various facets of cultural tourism like pilgrim tourism, heritage sites and monuments, traditional meditation, yoga, art and crafts, fairs and festivals, cuisine, music and dance forms, etc.
 - (ii) Government also organise familiarisation tours for travel agents, tour operators, travel writers, decision makers, etc.
 - (iii) The State Government being the primarily responsible for promotion of tourism, central financial assistance is provided for maintenance and beautification of the cultural products, organisation of fairs and festivals, etc.
 - (iv) Production of brochures/ information booklets on the various aspects of cultural tourism.
 - (v) Collaboration with Archaeological Survey of India and the State Governments for promotion and development of cultural heritage.
- (c): The details of various measures are at Appendix-'A', 'B', 'C', 'D'.

APPENDIX- "A" IN RESPECT OF PART (c) OF LOK SABHA STARRED QUESTION NO.295 TO BE ANSWERED ON 11.8.2000 REGARDING – ACTION PLAN TO PROMOTE CULTURAL TOURISM.

FAMILIARISATION TRIP OF MEDIA TEAM, TRAVEL AGENTS/TOUR OPERATORS, T.V. TEAMS AND OPINION MAKER DURING 1999-2000

Ministry of Tourism invited Travel Agents/Tour Operators, TV Teams, Media Persons, and Opinion , Makers from overseas countries on familiarisation trips to cover the tourist attractions of the country for the purpose of giving wide publicity in the international media. The areas covered by the visitors included historical monuments and heritage sites, fairs and festivals, arts and crafts centres, museums and art galleries, Yoga and Ayurvedic centres etc.

A total number of 266 cases of individuals and groups were invited to visit India during 1999-2000.